

DOCUMENT RESUME

ED 106 550

CE 003 720

TITLE Career Orientation Curriculum Guide: 7-8.
INSTITUTION Willoughby-Eastlake School District, Willoughby, Ohio.
PUB DATE Sep 74
NOTE 53p.; For other grade levels see CE 003 719 and 721

EDRS PRICE MF-\$0.76 HC-\$3.32 PLUS POSTAGE
DESCRIPTORS Behavioral Objectives; Career Awareness; Career Education; *Curriculum Guides; Integrated Curriculum; Junior High Schools; *Occupational Clusters; *Vocational Development

IDENTIFIERS Ohio Career Development Model

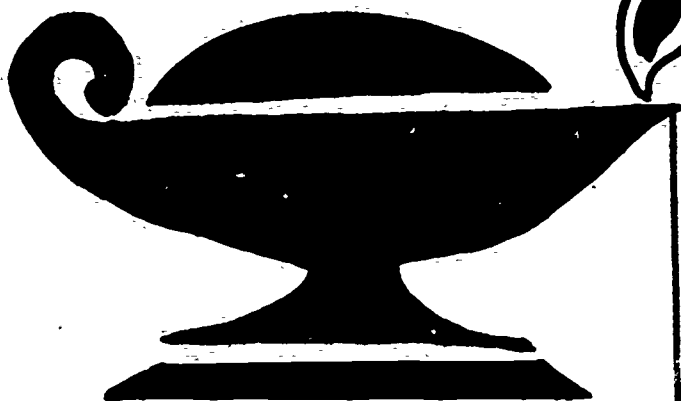
ABSTRACT

The Ohio Career Development Model at the 7th and 8th grade level, the career orientation segment, states that students are to be exposed or oriented to the 15 USOE occupational clusters. Units are outlined relating each subject area to a specific cluster or clusters. Each unit includes a developmental objective, related behavioral objectives, and suggested learning and additional activities. (BP)

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CURRICULUM
GUIDE



CAREER EDUCATION

2.8

CAREER ORIENTATION

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**CAREER ORIENTATION
CURRICULUM GUIDE**

SEPTEMBER 1974

**PREPARED BY
WILLOUGHBY-EASTLAKE CITY SCHOOL DISTRICT
CAREER EDUCATION PROGRAM
301 East 293rd Street
Willowick, Ohio 44094**

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INTRODUCTION

Career Education is defined by the Ohio State Department of Education as a program which endeavors, through the regular curriculum, to provide all youth in the school with motivation toward the world of work, orientation to the many job opportunities available, and exploration of occupations consistent with individual interests and abilities which help youth benefit from and plan for pre-professional instruction or vocational education.

This curriculum guide has been prepared by the Willoughby-Eastlake Career Education Component Committee. The activities described herein have been successively implemented by teachers in the Willoughby-Eastlake school system. As new activities are designed the Component Committee will expand this manual and include those practices which have been found to be successful.

The intention of the committee is not that every student participate in the activities suggested or that every teacher utilize them. The activities are presented with the hope that they may stimulate you, the teacher, in developing interesting and productive Career Education experiences for your students. The role of the committee is to facilitate career-related activities and disseminate information to fellow educators through this guide.

CAREER ORIENTATION

The Ohio Career Development Model at the 7th and 8th grade level, career orientation, states that students are to be exposed or oriented to the fifteen U.S.O.E. occupational clusters.

As a strategy to orient all 7th and 8th grade students to the occupational clusters, each subject area has been given the responsibility of a specific cluster or clusters. (See attached chart "Career Orientation Sequencing of Occupational Clusters.")

Within each subject assigned cluster, strategies have been developed to aid the classroom teacher. The following strategies have a developmental objective, related behavioral objectives and activities described to aid the teacher.

USOE OCCUPATIONAL CLUSTERS

- | | |
|---|-----------------------------------|
| 1. ENVIRONMENT | 8. MARINE SCIENCE |
| 2. HEALTH OCCUPATIONS | 9. PERSONAL SERVICE |
| 3. COMMUNICATION AND MEDIA | 10. PUBLIC SERVICE |
| 4. FINE ARTS AND HUMANITIES | 11. MANUFACTURING |
| 5. TRANSPORTATION | 12. HOSPITALITY AND RECREATION |
| 6. CONSUMER AND HOME ECONOMICS | 13. BUSINESS AND OFFICE EDUCATION |
| 7. MARKETING AND DISTRIBUTION | 14. CONSTRUCTION |
| 15. AGRI-BUSINESS AND NATURAL RESOURCES | |

CAREER ORIENTATION SEQUENCING OF OCCUPATIONAL CLUSTERS

<u>SUBJECT</u>	<u>7th GRADE</u>	<u>8th GRADE</u>
SCIENCE	ENVIRONMENT	AGRI-BUSINESS AND NATURAL RESOURCES, MARINE SCIENCE
ENGLISH	COMMUNICATION AND MEDIA	BUSINESS AND OFFICE EDUCATION
MATHEMATICS	MARKETING AND DISTRIBUTION	MARKETING AND DISTRIBUTION
SOCIAL STUDIES	FINE ARTS AND HUMANITIES TRANSPORTATION	PERSONAL SERVICE PUBLIC SERVICE
INDUSTRIAL ARTS	CONSUMER AND HOME ECONOMICS CONSTRUCTION	MANUFACTURING
HOME ARTS	CONSUMER AND HOME ECONOMICS CONSTRUCTION HEALTH OCCUP.	MANUFACTURING
PHYSICAL EDUCATION	HEALTH OCCUP.	HOSPITALITY AND RECREATION
ART AND MUSIC	FINE ARTS AND HUMANITIES	FINE ARTS AND HUMANITIES

CLUSTER ENVIRONMENT

SUBJECT Science

DEVELOPMENTAL AREA Individual and Environment

GRADE LEVEL 7th

TOPIC Erosion

DEVELOPMENTAL OBJECTIVE:

The student will become aware of how erosion affects people's lives.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the affect erosion has on their own community.

The students will research the occupations related to erosion control and effects.

SUGGESTED ACTIVITIES:

The student will list the occupations related to erosion control.
Guest speakers to discuss career opportunities.
Visit places where people who do work with erosion are employed.
On-site visitation to actual erosion sites -- Lake Erie.

ADDITIONAL ACTIVITIES:

City Engineer
Corps of Engineers
County Engineer

CLUSTER ENVIRONMENT

SUBJECT Science

DEVELOPMENTAL AREA Individual and Environment

GRADE LEVEL 7th

TOPIC Conservation

DEVELOPMENTAL OBJECTIVE:

The student will become aware of the need to preserve the environment.

RELATED BEHAVIORAL OBJECTIVES:

The student will research the occupations associated with the conservation field.

The student will become aware of the many branches within the conservation field.

SUGGESTED ACTIVITIES:

The student will list job opportunities in the conservation field.
Guest speakers.

Visit place of employment where various occupations can be noted.

ADDITIONAL ACTIVITIES:

Soil conservation
Experimental Station
Forest Ranger
State Division of Wildlife

CLUSTER COMMUNICATION AND MEDIA

SUBJECT English

DEVELOPMENTAL AREA World of Work and Education and Training

GRADE LEVEL 7th

TOPIC Developing a Book

DEVELOPMENTAL OBJECTIVE:

The student will be gaining the knowledge of how a book is developed from beginning to end.

RELATED BEHAVIORAL OBJECTIVES:

The class will read a book, discuss it and communicate with the author about how it was developed.

The students will demonstrate an ability to objectively analyze an author's work through writer evaluation.

SUGGESTED ACTIVITIES:

Students will read a book.

Class will discuss the book.

Class will formulate sincere questions to ask the author.

The students will communicate with the author.

Have a representative from a publishing company visit the classroom.

ADDITIONAL ACTIVITIES:

Portable Conference Telephone (PCT) - Author

CLUSTER COMMUNICATION AND MEDIA

SUBJECT English

DEVELOPMENTAL AREA Self Education and Training

GRADE LEVEL 7th

TOPIC Speech

DEVELOPMENTAL OBJECTIVE:

The student will become aware of his own career interests.

RELATED BEHAVIORAL OBJECTIVES:

The student will present a prepared speech about his career interests to the class.

SUGGESTED ACTIVITIES:

Research a career
Interview a resource person in his career area
Prepare a speech
Present a speech

ADDITIONAL ACTIVITIES:

Bringing a resource person into the classroom.

CLUSTER COMMUNICATION AND MEDIA

SUBJECT English

DEVELOPMENTAL AREA World of Work and Economics

GRADE LEVEL 7th

TOPIC Communication

DEVELOPMENTAL OBJECTIVE:

Develop an appreciation of the use of English in communication.

RELATED BEHAVIORAL OBJECTIVES:

The students will write with clarity and brevity. They will use correct punctuation. The students will identify concise well-written, and correctly punctuated material used in newspaper articles.

SUGGESTED ACTIVITIES:

Provide newspaper articles for review
Read newspaper articles
Guest from local newspaper article

ADDITIONAL ACTIVITIES:

Visit to local Newspaper office

SUBJECT Mathematics

DEVELOPMENTAL AREA World of Work-Economics

GRADE LEVEL 7th

TOPIC Computers

DEVELOPMENTAL OBJECTIVE:

The students will become acquainted with the relationship between computers and marketing and distribution.

RELATED BEHAVIORAL OBJECTIVES:

The students will be given the opportunity to research what part computers play in marketing and distribution.
The students will recognize the importance of mathematics related to computers.

SUGGESTED ACTIVITIES:

The students will list job opportunities in the computer field related to marketing and distribution.
The students will build their conception of a computer.
Career World

ADDITIONAL ACTIVITIES:

Guest speakers
Field Trip to a computer center and related fields

CLUSTER MARKETING AND DISTRIBUTION

SUBJECT Mathematics

DEVELOPMENTAL AREA _____

GRADE LEVEL 7th

TOPIC Math and Occupations

DEVELOPMENTAL OBJECTIVE:

The student will become aware of the relationship between mathematics and the World of Work.

RELATED BEHAVIORAL OBJECTIVES:

The student will research occupations needing math skills.

The student will present an oral or written report of an occupation needing math skills.

The student shall be able to discuss the importance of mathematics in the World of Work.

SUGGESTED ACTIVITIES:

The student will list occupations needing math skills.
Class discussion

ADDITIONAL ACTIVITIES:

Guest speakers
Field trips, places of employment

CLUSTER FINE ARTS

SUBJECT Social Studies (Geography)

DEVELOPMENTAL AREA Self or Individual and Environment

GRADE LEVEL 7th

TOPIC Introduction to Fine Arts and Humanities

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the broad career field of Fine Arts and Humanities.

RELATED BEHAVIORAL OBJECTIVES:

The student will be able to list the main occupational groups in Fine Arts and Humanities.

The student will research career opportunities in Fine Arts and Humanities.

SUGGESTED ACTIVITIES:

Investigate the following Fine Arts fields:

Visual Arts
Performing Arts
Writing

Architecture
Religion
Language

Written reports and classroom discussion.

ADDITIONAL ACTIVITIES:

Guest speakers
Field trips

CLUSTER TRANSPORTATION

SUBJECT Social Studies (Geography)

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Transportation of Products

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the different methods of transporting goods and will become acquainted with the career opportunities involved.

RELATED BEHAVIORAL OBJECTIVES:

The student will research job opportunities in the following transportation industry: trucking, railroads, airlines.

The student will be able to list five (5) occupations involved in trucking, railroading and aviation.

SUGGESTED ACTIVITIES:

Written reports and classroom discussion
Appropriate Audio-Visual aids

ADDITIONAL ACTIVITIES:

Guest speakers
Field trips
Portable Conference Telephone (P.C.T.)

CLUSTER CONSTRUCTION

SUBJECT Industrial Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Building Trades

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to occupations, both skilled and unskilled, in the construction field.

RELATED BEHAVIORAL OBJECTIVES:

The student will research job opportunities in construction.
The student will be able to describe five job opportunities in the construction field.

SUGGESTED ACTIVITIES:

Written reports and class discussions
Appropriate Audio-Visual aids
Simulate job experience of their interest

ADDITIONAL ACTIVITIES:

Guest speakers
Field trips
Local construction site

CLUSTER CONSTRUCTION

SUBJECT Industrial Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Building Contractor

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the career opportunities as a building contractor.

RELATED BEHAVIORAL OBJECTIVES:

The students will research the career opportunities as a building contractor in the private and commercial fields.

The students will be able to identify (1) building contractor,
(2) sub-contractors

SUGGESTED ACTIVITIES:

Written reports and class discussion
Appropriate Audio-Visual aids

ADDITIONAL ACTIVITIES:

Guest speakers
Field trips

CLUSTER CONSUMER AND HOME ECONOMICS

SUBJECT Industrial Arts

DEVELOPMENTAL AREA Industrial Arts

GRADE LEVEL 7th

TOPIC Consumer Education

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the field of consumer buying.

RELATED BEHAVIORAL OBJECTIVES:

The students will be given the opportunity to research methods of consumer buying.

The student will become aware of the careers within consumer education field.

SUGGESTED ACTIVITIES:

Related Audio-Visual aids
Speaker

ADDITIONAL ACTIVITIES:

Take part in simulated consumer buying.
Field trips to credit bureau, stores, i.e., Shoregate Shopping Center, Great Lakes Mall.

CLUSTER CONSUMER AND HOME ECONOMICS

SUBJECT Home Arts

DEVELOPMENTAL AREA Economics

GRADE LEVEL 7th

TOPIC Careers in Home Economics

DEVELOPMENTAL OBJECTIVE:

To expose the student to the career opportunities in Home Economics.

RELATED BEHAVIORAL OBJECTIVES:

The students will research the different career opportunities in the field of Home Economics.

The student will identify at least five job opportunities in this career cluster.

The student will take part in a simulated activity relating to a job in this field.

SUGGESTED ACTIVITIES:

"Career World" - January 1972

Simulated Activities

Retired Senior Volunteers Program (R.S.V.P.)

Reports

ADDITIONAL ACTIVITIES:

Guest speaker

Portable Conference Telephone

Field trips

CLUSTER CONSTRUCTION

SUBJECT Home Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Interior Design

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the career opportunities related to interior design.

RELATED BEHAVIORAL OBJECTIVES:

The student will research careers in the field of interior decorating.
The student will relate careers in interior design to the construction cluster.

SUGGESTED ACTIVITIES:

The student will list opportunities related to interior design.
Field trips
Speakers
Portable Conference Telephone

ADDITIONAL ACTIVITIES:

CLUSTER CONSTRUCTION

SUBJECT Home Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Women in Construction

DEVELOPMENTAL OBJECTIVE:

Expose the student to the career opportunities for women in the construction field.

RELATED BEHAVIORAL OBJECTIVES:

The student will recognize career opportunities available to women in construction.

The student will list three areas of occupation open to women in the construction field.

SUGGESTED ACTIVITIES:

Research papers and classroom discussion
Guest speakers
Appropriate Audio-Visual material
Portable Conference Telephone call
Field trips

ADDITIONAL ACTIVITIES:

CLUSTER CONSUMER AND HOME ECONOMICS

SUBJECT. Home Arts

DEVELOPMENTAL AREA Economy

GRADE LEVEL 7th

TOPIC Home Economics and Cosmetology

DEVELOPMENTAL OBJECTIVE:

The student will become informed of the careers related to home economics and cosmetology.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the career associated with home economics and cosmetology.

SUGGESTED ACTIVITIES:

The student will list job opportunities in the home economics and cosmetology areas.

ADDITIONAL ACTIVITIES:

Guest speakers will discuss the career opportunities, i.e., teacher, dietician, cosmetologist, etc.

Visit places of employment to observe on the job activities, i.e., salon, boutique, East Ohio Gas (utilities company), hospital dietician, etc.

CLUSTER CONSUMER AND HOME ECONOMICS

SUBJECT Industrial Arts and Home Economics

DEVELOPMENTAL AREA Industrial Arts

GRADE LEVEL 7th

TOPIC Consumer Education

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the field of consumer buying.

RELATED BEHAVIORAL OBJECTIVES:

The students will be given the opportunity to research methods of consumer buying.

The student will become aware of the careers within Consumer Education.

SUGGESTED ACTIVITIES:

Take part in simulated consumer buying
Related Audio-Visual aids.

ADDITIONAL ACTIVITIES:

Field trips and credit bureau, stores, etc.
Speaker

CLUSTER HEALTH OCCUPATIONS

SUBJECT Home Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Medical Careers (Professional)

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with the various career opportunities within the medical field.

SUGGESTED ACTIVITIES:

The student will list job opportunities related to medicine (professional).

ADDITIONAL ACTIVITIES:

Guest speakers will discuss job opportunities.
Field trips will be taken to local establishments, i.e., office clinics, research centers, hospitals, rest homes, etc.

CLUSTER HEALTH OCCUPATIONS

SUBJECT Home Arts and Physical Education

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Medical Careers - Supportive

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the supportive careers related to the medical profession.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the supportive careers within the medical profession.
The student will be able to discriminate between professional and supportive roles in the medical profession.

SUGGESTED ACTIVITIES:

The student will list job opportunities in the supportive role in the medical careers.

ADDITIONAL ACTIVITIES:

Field trips will be taken to local establishments -- clinics, office, research centers, hospitals, rest homes., etc.

CLUSTER HEALTH OCCUPATIONS

SUBJECT Physical Education

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Medical Careers (Professional)

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with the various career opportunities within the medical field.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the careers associated with the professional medical field.

SUGGESTED ACTIVITIES:

The student will list job opportunities related to medicine (professional)
Guest speakers will discuss job opportunities.
Field trips will be taken to pertinent establishments, i.e., offices, clinics, research centers, hospitals, rest homes.

ADDITIONAL ACTIVITIES:

CLUSTER HEALTH OCCUPATIONS

SUBJECT Physical Education

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Medical Career - Supportive

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the supportive careers related to the medical profession.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the supportive careers within the medical profession.

The student will be able to discriminate between professional and supportive ideas in the medical profession.

SUGGESTED ACTIVITIES:

The student will list job opportunities in the supportive role in medical careers.

Field trips will be taken to pertinent establishments, speakers, Audio-Visual aids.

ADDITIONAL ACTIVITIES:

CLUSTER FINE ARTS AND HUMANITIES

SUBJECT Music

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Careers in Instrumental Music

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the occupations in instrumental music.

RELATED BEHAVIORAL OBJECTIVES:

The student will research job opportunities in the instrumental music field.

The student will be able to identify specific areas of employment in the instrumental music field.

SUGGESTED ACTIVITIES:

Present a research paper

Guest speaker

Appropriate visual aids

ADDITIONAL ACTIVITIES:

Field trips., i.e., Community Fine Arts Center, Local music stores.

CLUSTER FINE ARTS AND HUMANITIES

SUBJECT Music

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Careers in Vocal Music

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the occupations in Vocal Music.

RELATED BEHAVIORAL OBJECTIVES:

The student will research job opportunities in the Vocal Music field.
The student will be able to identify specific areas of employment
in Vocal Music.

SUGGESTED ACTIVITIES:

Research paper
Speakers
Audio-Visual aids
Portable Conference Telephone

ADDITIONAL ACTIVITIES:

Field trip: Community Fine Arts Center

CLUSTER FINE ARTS AND HUMANITIES

SUBJECT Art

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Crafts

DEVELOPMENTAL OBJECTIVE:

The student will become exposed to the careers in the crafts field.

RELATED BEHAVIORAL OBJECTIVES:

The student will research the career opportunities found in the crafts field.

The student will be able to identify at least five career opportunities in the crafts field.

SUGGESTED ACTIVITIES:

Written reports and classroom discussion
Appropriate audio visual aids
Guest speakers, talented crafts people
Simulated experiences

ADDITIONAL ACTIVITIES:

Field trips to various local businesses
For example: (1) textile such as tie-dyeing, quilting,
embroidery, crocheting, and knitting
(2) metal workers such as gold, silver, brass,
copper, bronze
(3) leather workers, wood workers, candle makers,
cabinet maker, plastics workers, doll makers, etc.

CLUSTER FINE ARTS AND HUMANITIES

SUBJECT Art

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 7th

TOPIC Visual Arts

DEVELOPMENTAL OBJECTIVE:

The student will become exposed to the many careers in the visual arts field.

RELATED BEHAVIORAL OBJECTIVES:

The student will research the career opportunities found in fine arts, advertising and product design.

The student will be able to identify at least five career opportunities in the visual arts field .

SUGGESTED ACTIVITIES:

Written reports and class discussion

Appropriate audio visual aids

Guest speakers

Field trips

Simulated experiences

"Career World" December 1973

ADDITIONAL ACTIVITIES:

Visit: Community Fine Arts Center
Community Art Musuem

CLUSTER MARINE SCIENCE

SUBJECT Science

DEVELOPMENTAL AREA Individual and Environment

GRADE LEVEL 8th

TOPIC Oceanography

DEVELOPMENTAL OBJECTIVE:

The student will become aware of the opportunities related to oceanography.

RELATED BEHAVIORAL OBJECTIVES:

The student will research career opportunities in the field of oceanography.

The student will list at least five occupations related to oceanography.

SUGGESTED ACTIVITIES:

Written articles and class discussion
Guest speaker and/or portable conference telephone communication
Use of "Career World" articles
Field trips

ADDITIONAL ACTIVITIES:

Sea World field trip

CLUSTER MARINE SCIENCE

SUBJECT Science

DEVELOPMENTAL AREA Individual and Environment

GRADE LEVEL 8th

TOPIC Water Resources

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with the variety of jobs dealing with water resources.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the careers associated with water resources.

SUGGESTED ACTIVITIES:

The student will list job opportunities associated in the area of water resources.
Guest speakers will discuss the career opportunities.
Visit places of employment associated with the area of water resources.

ADDITIONAL ACTIVITIES:

Port Authority
CEI Plant

CLUSTER AGRI-BUSINESS

SUBJECT Science

DEVELOPMENTAL AREA Individual and Environment

GRADE LEVEL 8th

TOPIC Agriculture Industry

DEVELOPMENTAL OBJECTIVE:

The student will become aware of how the agricultural industry affects their everyday life.

RELATED BEHAVIORAL OBJECTIVES:

The student will list the agricultural occupations which affect their everyday life.

The student will become aware and will learn of the many products produced by the agricultural business that affect his everyday life.

SUGGESTED ACTIVITIES:

The student will list job opportunities in the field of the Agriculture Industry.

Guest speakers will discuss the career opportunities in the Agriculture Industry.

Visit places of employment to observe job opportunities in the Agriculture Industry.

ADDITIONAL ACTIVITIES:

Films

Agricultural experimental station

CLUSTER AGRI-BUSINESS AND NATURAL RESOURCES

SUBJECT Science

DEVELOPMENTAL AREA Individual and Environment

GRADE LEVEL 3th

TOPIC Environmental Management

DEVELOPMENTAL OBJECTIVE:

The student will become aware of the career opportunities related to the environment.

RELATED BEHAVIORAL OBJECTIVES:

The student will research job opportunities related to natural resources.
The student will list at least five occupations in this career cluster.

SUGGESTED ACTIVITIES:

Speakers
Field trips
Career World - September 1972 p. 4
Appropriate Audio Visual material

ADDITIONAL ACTIVITIES:

Nursery
Forest Ranger

CLUSTER BUSINESS AND OFFICE EDUCATION

SUBJECT English

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Advertising and Communication

DEVELOPMENTAL OBJECTIVE:

The student will develop an understanding of the uses of English in advertising area and the communications cluster.

RELATED BEHAVIORAL OBJECTIVES:

The student will be able to discuss what makes advertisements effective.
The student will be able to produce prototype advertisement.
The student will seek further information regarding advertising careers.
The student will research the occupations related to the advertising and communications field.

SUGGESTED ACTIVITIES:

Provide newspapers for examples of advertising.
Visit an advertising agency.
Guest speaker from an advertising agency.
Discuss with the students their impressions of the advertising field.
Create an advertising club.

ADDITIONAL ACTIVITIES:

Local newspaper
Local radio station

CLUSTER BUSINESS AND OFFICE EDUCATION

SUBJECT English

DEVELOPMENTAL AREA Self World of Work

GRADE LEVEL 8th

TOPIC Job Interview

DEVELOPMENTAL OBJECTIVE:

The student will gain an awareness of the importance of communication when participating in a job interview.

RELATED BEHAVIORAL OBJECTIVES:

The student will take part in an actual and/or simulated job interview situation.

SUGGESTED ACTIVITIES:

Review job applications
Preparation for an interview
Guest speaker - personnel director
Simulated interview in the classroom

ADDITIONAL ACTIVITIES:

Portable Communications Telephone
Employment agency
Personnel Director of Willoughby-Eastlake

CLUSTER MARKETING AND DISTRIBUTION

SUBJECT Mathematics

DEVELOPMENTAL AREA _____

GRADE LEVEL 9th

TOPIC Credit

DEVELOPMENTAL OBJECTIVE:

The student will become aware of the part credit plays in the marketing and distribution field.

RELATED BEHAVIORAL OBJECTIVES:

The students will research the organizational make-up of a credit department within a company.

The students will research the functions of a credit union.

SUGGESTED ACTIVITIES:

The student will list job opportunities related to the field.
Discuss the use of credit cards.

ADDITIONAL ACTIVITIES:

Field trips -- credit unions, school and local industry
Guest speakers

CLUSTER MARKETING AND DISTRIBUTION

SUBJECT Mathematics

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Automobile Industry

DEVELOPMENTAL OBJECTIVE:

The students will become aware of the many levels of work within the Automotive Industry needing math skills.

RELATED BEHAVIORAL OBJECTIVES:

The students will be given the opportunity to research the different occupations in the Automobile Industry.

SUGGESTED ACTIVITIES:

- List the different occupations

ADDITIONAL ACTIVITIES:

Guest speakers: mechanic, salesman, automovile agency owner, regional director.

Portable Communications Telephone

Field Trips: factory, auto agency, body shop

Films, etc.

CLUSTER PUBLIC SERVICES

SUBJECT Social Studies

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 3th

TOPIC Law Enforcement

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with the professions associated with law enforcement.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the many jobs associated with law enforcement.

The student will be given the opportunity to become acquainted with the requirements and qualifications necessary for employment.

SUGGESTED ACTIVITIES:

The student will identify and list the various job opportunities within the frame work of law enforcement agencies at the local, state, and federal level.

ADDITIONAL ACTIVITIES:

Guest speakers will be invited to discuss with the class the aspects of his particular position, i.e., policeman, detective, state trooper, F.B.I. agent.

Visit law enforcement departments - local, county, state and federal (i.e., Eastlake Police Station, Willowick Police Station, F.B.I.-Cleveland Federal Building)

CLUSTER PUBLIC SERVICE

SUBJECT Social Studies

DEVELOPMENTAL AREA Economics

GRADE LEVEL 8th

TOPIC Civil Service

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with jobs in government which are not elected or appointed.

RELATED BEHAVIORAL OBJECTIVES:

The student will identify civil service jobs.

The student will be able to distinguish between elected officials and civil service employees.

The student will become acquainted with the necessary qualifications for a civil service appointment.

SUGGESTED ACTIVITIES:

The student will identify and list civil service jobs and elected or appointed offices.

Guest speakers will be invited to discuss with the class qualifications for Civil Service employment as opposed to elected or appointed positions.

Student will be exposed to various Civil Service Examinations.

Student will take field trips to places where civil service employees are housed.

ADDITIONAL ACTIVITIES:

CLUSTER PUBLIC SERVICE

SUBJECT Social Studies

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 3th

TOPIC Public Service Occupations

DEVELOPMENTAL OBJECTIVE:

The student will discover the existing career possibilities available in public service within the immediate community.

RELATED BEHAVIORAL OBJECTIVES:

The student will find newspaper articles with activities that relate to occupations showing their ability to discriminate between community service level jobs and others.

SUGGESTED ACTIVITIES:

Students will find and read newspaper articles related to community service jobs.
Class will discuss various community service jobs.
Students will compose a directory of public service jobs.
Students will interview various speaker representatives associated with community public service.

ADDITIONAL ACTIVITIES:

Visit City Hall -- Eastlake, Willowick

CLUSTER PERSONAL SERVICE

SUBJECT: Social Studies

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Legal Profession (lawyer)

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with legal professions.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the requirements that qualify an individual to practice law.

The student will be given the opportunity to become acquainted with the different specialized areas within the frame work of the legal profession.

SUGGESTED ACTIVITIES:

Make a list of requirements necessary to qualify as a practicing attorney.

ADDITIONAL ACTIVITIES:

Guest speakers will be invited to discuss with the class the different opportunities that exist in the legal profession i.e., private attorney, corporate attorney, government attorney, judge.

Visit a law firm and court room -- Lake County Court House, Willoughby Municipal Court House.

CLUSTER MANUFACTURING

SUBJECT Industrial Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Craftsmen

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the skills needed to be qualified to become a craftsman.

RELATED BEHAVIORAL OBJECTIVES:

The student will research careers needing skills to become a craftsman.

The student will be able to distinguish between craftsman and other workers.

The student will be able to list five occupational areas where a craftsman works.

SUGGESTED ACTIVITIES:

"Career World"

Movie "Craftsman" (Barr Films, California)

ADDITIONAL ACTIVITIES:

Speakers

Field trips

Places of employment

CLUSTER MANUFACTURING

SUBJECT Industrial Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 3th

TOPIC Unskilled and Semi-Skilled Laborer

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to the occupation in manufacturing that are not considered skilled.

RELATED BEHAVIORAL OBJECTIVES:

The student will research job opportunities in manufacturing that are considered unskilled and semi-skilled.

The student will be able to list five occupation areas where semi-skilled or unskilled persons work.

SUGGESTED ACTIVITIES:

Speakers
Movies
Field trips to local industry
Use "Career World"

ADDITIONAL ACTIVITIES:

CLUSTER MANUFACTURING

SUBJECT Home Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Clothing - Textiles

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with the clothing and textiles.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research the careers associated within the textile industry.

The student will present a written or oral report of the occupation associated within the textile field.

SUGGESTED ACTIVITIES:

Library research
Appropriate Audio and Visual Aids
Written and oral reports

ADDITIONAL ACTIVITIES:

Guest speakers
Field trip - Dalton Industries

CLUSTER - MANUFACTURING

SUBJECT Home Arts

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Food Processing

DEVELOPMENTAL OBJECTIVE:

The student will become acquainted with the various occupations within the food processing and food service industry.

RELATED BEHAVIORAL OBJECTIVES:

The student will be given the opportunity to research career opportunities associated with the food processing and food service industry.

The student will be given the opportunity to become involved in a simulated food processing activity.

SUGGESTED ACTIVITIES:

Reports on research
Guest speakers
Appropriate audio and visual aids
Student experience -- work one day in school cafeteria

ADDITIONAL ACTIVITIES:

Guest speakers
Field trips

CLUSTER HOSPITALITY AND RECREATION

SUBJECT Physical Education

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 3th

TOPIC Hospitality - Motels

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to occupations relating to Motel Management/Hospitality.

RELATED BEHAVIORAL OBJECTIVES:

The student will research career opportunities in the field of Hospitality/Motel Management.

The student will discriminate between the different types of Motels/Recreational Occupations.

SUGGESTED ACTIVITIES:

The student will list job opportunities associated with the field of Motel Management.

ADDITIONAL ACTIVITIES:

Speakers, movies, audio-visual
Field trip - Hospitality Inn

CLUSTER HOSPITALITY AND RECREATION

SUBJECT Physical Education

DEVELOPMENTAL AREA World of Work

GRADE LEVEL 8th

TOPIC Recreation

DEVELOPMENTAL OBJECTIVE:

The student will be exposed to career opportunities related to the recreation cluster.

RELATED BEHAVIORAL OBJECTIVES:

The student will research career opportunities in the field of recreation.

The student will identify the various occupations within: recreation, medical recreation, parks, industrial professional, zoological, gardens, youth services, commercial recreation.

SUGGESTED ACTIVITIES:

The student will list job opportunities associated in the area of recreation.

Speakers

Movies

Audio-Visual

ADDITIONAL ACTIVITIES:

Field trip - zoological park

Recreation Director - Willowick and Eastlake